

## CHAPTER V

### CONCLUSIONS



This research aims to investigate Chinese tourists' evaluation of service quality and satisfaction level toward Suvarnabhumi International Airport. This chapter is to draw a conclusion and put up with some recommendations according to the analysis about the collected data. The main content in this chapter can be divided into two parts as follows:

#### **Conclusion**

This research aimed to investigate the evaluation of the service quality and satisfaction levels of Chinese tourists to SIA. Hence, the main objectives of study were designed as follows: 1) to explore the overall evaluation of service quality of Chinese tourists to SIA. 2) to survey the satisfaction of Chinese tourists with SIA. 3) to come up with some recommendations to solve Chinese tourists' dissatisfaction.

All primary data were collected from questionnaires. Totally, four hundred questionnaires were distributed to Chinese tourists who have used SIA's services at least once when then came into Thailand. The time that was used to distribute questionnaires were January and February 2012.

By using the Frequency and Percent, the examination and description of the information from four hundred questionnaires were done. From the information collected from questionnaires, it was discovered that there were more male Chinese tourists than female came to Thailand through Suvarnabhumi International Airport. Most of the Chinese tourists visiting Thailand were young people. Seventy six percent (76%) of these 400 respondents were 20-30 years old. Most of them got monthly income at 3,001-4,000 Yuan. A majority of these respondents, which took up 70%, graduated from universities and have got the Bachelor Degree. The occupation of the largest members was "Private Company Staff" followed by "State Enterprise Staff", which accounted 28% and 23% separately. Fifty four percent (54%) of the whole group have been Suvarnabhumi International Airport for 1-2 times.

Additionally, in the survey of “the overall evaluation toward Suvarnabhumi International Airport”, positive attitude were given by Chinese respondents, which could contribute to the promising future of this international airport. There were totally 72% of these respondents who agreed with that “Suvarnabhumi International Airport was a good airport”; 78% of them were satisfied with the facilities included in Suvarnabhumi International Airport.

From the findings, conclusion can be drawn that a large proportion of Chinese tourists were satisfied with the service quality of SIA. However, there are still some small defects that cause Chinese tourists’ dissatisfaction.

## **Discussion**

The following discussions are based on the major results found in Chapter IV.

1. Most of these Chinese respondents thought that the factors related to the Rest Areas did not achieve their expectations, except the issue of sanitary. Particularly, these respondents thought there were not enough chairs provided at the rest areas and specific area for children should be designed in the airport, which would facilitate passengers who travelled with their kids a lot.

According to the results revealed by Joseph and Maxwell (1992), Suvarnabhumi International Airport should pay close attention to both the number of chairs for resting at airport and the arrangement of these chairs. Moreover, the success of design included in Washington International Thurgood Marshall Airport and Hong Kong International Airport can provide a good experience for Suvarnabhumi. Catherine (2009) stated that it was so difficult for parents to keep kids entertained for hours, not to mention that there were just limited rest chairs in airport or even there were several waiting hours due to the delay. Kids are not as interested in the duty free shops as adults; they would let their parents suffer less when they are accessible to the things that they are interested in. Specific areas designed for children will not only supply kids with fun but also able to release parents from fatigue to some extent. For example, these facilities such as Aviation Discover Center and I-Sports Complex included in Hong Kong International Airport and Kidport which was established at Boston Logan International Airport with the support provided by Children’s Museum of Boston are beneficial examples for other airports.



2. These Chinese respondents felt less satisfied with the Food Centre than their expectation at the Food Centre. It is similar to the factor of Rest Area, these respondents criticized the amount of seating areas at the Food Centre. Consequently, it is essential for Suvarnabhumi International Airport to calculate and understand the passenger flow at its peak period, which would be helpful for the airport to adjust the number of seating chairs for passengers in both Rest Area and Food Centre.

To cater passengers' basic needs, providing welcoming food with reasonable prices would achieve or even exceed passengers' expectation. Additionally, Cohen and Avieli (2004) traditional food is one of the greatest consumptions for travellers. Nowadays, due to the development of advertisement and the travellers' curiosity, traditional food possesses potential attraction to travellers. Hence, the well-designed Thai restaurant with typical dishes and affordable prices would welcome for passengers no matter when the moment of entering into the airport or the last moment when they leave.

## **Recommendation**

According to the findings shown in the research, recommendations related to different stakeholders are the followings:

1. The rest area is not quiet to some extent for resting, reading and doing business, which would impact negatively on releasing tourists to get away from the fatigue and tense. Moreover, the amount of chairs provided at rest areas is not enough and not comfortable, which also contributes to some Chinese tourists' dissatisfaction. For tourists who came to SIA with their kids, no specific area for children is provided in SIA would cause them a big headache.

2. On the issue of security, enough security personnel should be arranged to guarantee the safety of tourists and their properties. Particularly, since there are many tourists staying at SIA for the whole night, more security personnel should be on duty at midnight. Moreover, some of the installations should be replaced. Some facilities are put in the wrong place, which would cause potential danger to tourists.

3. It is recommended to increase the varieties of food and snacks in SIA, which would be beneficial to cater different people's different taste. The price of food should be adjusted to be affordable for customers; the quality of food is expected to be

improved. Moreover, since the larger amount of Chinese tourists using SIA service every day, food shop with traditional Chinese cuisine would be attractive to Chinese tourist.

4. Nowadays, there is an increasingly number of parents traveling with their kids. Well-designed baby changing tables would be helpful for these parents when they use the toilet service. In addition, it is suggested to design the baby changing tables at both male and female toilets.

5. The layout of duty-free shops is recommended to place goods according to the classification, which would provide customer with convenience on goods selecting. Purchasing guides should be more thoroughgoing. Since different people have their different shopping habits. Purchasing guides are suggested to notice customer's shopping habits, which is the basis of provide the favorable service.

6. Adequate outlet for mobile phones and laptops should be provided in SIA. There are many customers staying in SIA for a long time to wait for their transits. Providing outlet for these entertainment instruments would be beneficial for helping customer during the boring waiting time.

7. The safety of luggage conveying is also an important issue concerned by customers. Staffs should do their best to avoid problems as luggage damage and luggage lost. Passengers would lose their confidence toward the airport when lost or damaged luggage is caused by the airport.

8. If staff can just speak Thai language, it would put the service contact in danger. Bilingual skill is required to offer correct service to customers. China is such a big potential market that staffs are demanded to attend the Chinese language training courses regularly. It is also addressed on the issue of signposts. Chinese tourists would obtain convenience with Chinese signposts to some extent.

9. The last recommendation is useful for housing developers. Now establishing hotels with reasonable price and great location near to SIA is a vacant market. With suitable strategic plans, it would be benefit making issue for housing developers.